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ITEMS IN "INSIDE..."

Structures meetings...some new looks for periodicals...PR issues for the 1980's...an inflation clip art book...and a few thoughts from here and there. Read on....

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HEARD AND SEEN...

There was full participation and excellent news coverage of the first three public meetings on agriculture structures, we hear. Nearly 400 people and about 25 reporters attended the Montpelier session...with comments centering around quality of life, energy and transportation. At Fayetteville, about 1,000 people registered although there were reports of even more. Nearly 40 reporters covered that meeting...some radio and TV stations carried the entire proceedings. Huntsville had about 600 people with 35 reporters, including 5 TV crews.

Reserve

This week, meetings took place at Sioux City, Sedalia, and Wichita Falls. Next week will be Denver...Dec. 11; Spokane...Dec. 12; and Fresno...Dec. 13. The final meeting will be Dec. 18 at Lafayette, Indiana.

Once again, Bob Norton and Ovid Bay will alternate in handling inf activities. At Denver, Bob will have the help of Harold Bryson and Craig Foreman from Dallas regional offices; Art Merriman, Forest Service (FS) and Mike Price, Soil Conservation Service (SCS) from Denver; Bobbie Barrow from the Colorado State Dept. of Ag.; Gary Bennett, Colorado State U.; and Susan McCullough of GPA.

At Spokane, Ovid will have help from Bob Marburger of the San Francisco regional inf office, Paul Darby of GPA, and probably someone from Washington State U. plus regional inf folks from SCS, FS, and the Agricultural Stabilization and Conservation Service (ASCS).

Helping Bob at Fresno are likely to be Ben Darling, San Francisco reg. inf office; Hank Weiner, SCS, Calif.; Karen Burke and Jerry Lester of the U. of Calif.; Dick Thompson, Calif. Dept. of Food and Ag.; and Jack Keyser, GPA.

Finally, Ovid will wind things up at Lafayette with Mary Galloway, Chicago reg. inf office; "Ace" Tyler and maybe Ed Ferringer, both of Purdue U. GPA probably will also send a TV film crew.

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CONGRATS...CONGRATS

Ben Blankenship, Economics, Statistics, and Cooperatives Service (ESCS), says that of 36 people from all of ESCS who received awards from the agency administrator this week, more than 10% were on the inf staff.

Recognized for special achievement were Bonita Moore, who worked on the Secretarial Handbook Team, and Adrie Custer, who worked on the National Food Review Team. Then, Barbara Keith and James R. Sayre got individual awards for management effectiveness and improvement.

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THAT LOOKS FAMILIAR... While we're passing out roses...we should mention the new look of the National Food Review. Editorial work is handled by ESCS inf. There's a notation in the fall issue that there's to be a charge hereafter...no more freebies.

Then Pat Loudon, Science and Education Administration, has come out with the second of the two mag's she edits...Agricultural Research. (The other is the Extension Review.) Both now have a new look.

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A CHANGE FOR SEA

W. Neill Schaller...many of you land-grant folks know him as dep. director for extension in SEA...will become special assistant to the secretary for consumer affairs on Dec. 9. Mary Nell Greenwood, assoc. dep. dir. for extension, will serve as acting deputy director until a permanent replacement for Schaller is selected.

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THROUGH SMOKE AND FLAME

There used to be a phrase about postal deliveries which went something like: "Through snow, sleet, rain, and storm..." and so on, vowing that nothing will stop deliveries.

The other day "Inside..." got a packet from the U.S. Postal Service on which was printed: "damaged in handling...." An enclosed letter explained "...the damage was the result of an explosion aboard an aircraft enroute from Chicago...."

When we finally got to the charred remains that had been so carefully forwarded, we found a copy of the November newsletter from the National 4-H Council...brittle, scorched around the edges, but still readable.

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THINK SHOW BIZ

Terry Day, Washington State U., included an interesting point of view in a letter he sent the Ag Science Information Planning Committee.

He told about a grad student who asked him about his job...how Terry thought of himself...what he did. Terry reported that he viewed himself first as an entertainer, then as an educator, and finally as a writer.

Then Terry justified his ideas by writing: "We're thinking writing (grammar and all that stuff) when we should be thinking entertainment. After all, in the popularization end of the business, our reader doesn't want to read about the deathly dull stuff that's going on in our institutions. If we want him to read it, first we've got to do something flashy enough to get his eyes off the television set, out of 'The Smithsonian,' 'Playboy,' or whatever; then we've got to give him a quick and potent shot of drama to sustain his attention long enough to drop off a quick educational message and sneak away to plot another devious educational escapade."

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SPEND TO SAVE

Out of Cornell last week came a flyer telling about an "Inflation Clip Art Book," with illustrations on energy, lifestyle, clothing, transportation, appliances, insulation, alternative energy sources, and food.

The book is printed on high quality stock, camera-ready, for easy reproduction...has more than 120 illustrations in different sizes.

An order blank indicated that cost is \$7.50 per book and requests should go to Ralph Payne, B-10 MVR, Cornell U., Ithaca, N.Y. 14853, with checks payable to Cornell University.

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THE FUTURE IS NOW...

Claude Gifford, GPA, picked up a report at the AAEA meeting in St. Louis produced by the Public Relations Society of America. The report details issues of public relations concerns for the early '80's. We wish we could offer copies, but we don't have them...you might get one by writing PRSA, 845 3rd Ave., New York 10022.

The report we've seen focuses on three broad areas--political, life values and economics. These, plus technological changes, the report says, are creating new and complex PR demands that require planning today for programs tomorrow.

Further, the report says the long-range future is short-term...5-10 years from now and the issues of that period are emerging today. Basic realignments and shifts are occurring in traditional power structures...relationships are changing between organizations and institutions in the public and private sectors...individual tastes and values are popularizing.

A bottom line reads: "A reordering of priorities is underway that will have sharp impact on PR. Changing audiences and value systems will require sensitivity and adjustment in institutions of all types if challenges are to be met and opportunities pursued."

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WHAT'S AN AAEA?

Speaking of AAEA (American Agricultural Editors Assoc.), answers to an organizational questionnaire reveal that the "mythical" member is male, 39 years old, with an income of between \$22,500 and \$24,999. He has a B.S. degree in either journalism or agricultural journalism, lives in the Midwest and has a job title

of either editor, associate editor or managing editor. Chances are one in four that he has changed jobs at least once in the past 10 years.

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TRAINING ANYONE?

A whole batch of training programs are offered through the New York University School of Continuing Education that might be of interest to some of you. "Inside..." just received a catalog of seminars to be held throughout the country from January to June 1980. Included are courses in writing and editing internal publications, effective product/service publicity; techniques and strategies; using speeches as an effective PR tool; planning and executing inf programs; and a PR writing workshop.

The Public Relations Society of America is a co-sponsor of the programs. You can get a copy of the catalog by writing NYU/PRSA Program, NYU Business and Management Programs, 310 Madison Avenue, Rm. 1412, New York 10017 or by calling (212) 682-1435. Tuition for the courses runs from \$275-\$465.

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COLUMN USE GROWS

Late word from Ed Curran, GPA, has it that 472 newspapers now are taking his column...total combined circulation of the newspapers that receive it now stands at 1,608,400.

We're referring to Ed's column called "Agriculture Today," which he sends out as camera-ready copy.

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GETTING BACK TO NORMAL

Jim Webster recently pleaded with other asst. secs. and agency administrators to move printing on a normal schedule instead of on a rush basis. That plea revealed some interesting figures about USDA printing programs. For instance, did you know...

USDA spends about \$18 million yearly for printing. Some of that is done in-house (some in the Govt. Printing Office) but the great bulk of it is done on contracts with outside printers.

Printers bid on most of those contracts. On quick turn-around "overnight" printing jobs, we use blanket contracts that have already been negotiated by GPO.

No matter whether printing is done in-house, or quick turn-around contracts or on contracts that go on competitive bids, a critical element in cost is the time we give the printer to complete the job.

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For example, a "rush" job restricts the ~~number of~~ printers who have printing capacity available and who will bid. Those who do bid, raise their bid to cover the costs of overtime work. Even if the work is one in GPO, we must pay a penalty for rush jobs.

What is normal? Well, normally printers are allowed 10 days to 2 weeks to bid on a job. After the ~~contract~~ ^{PROCUREMENT SECTION} ~~is awarded~~ ^{CURRENT SPECIAL RELIEF}, it's normal to allow 6-8 weeks for the printer to do the printing.